

**For Immediate Release:  
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## **OTEC TO LAUNCH 5 NEW SERVICE TRAINING PROGRAMS in 2010**

**OTEC continues to be the premier training and workforce development organization for Ontario's tourism and hospitality industry after experiencing significant growth in 2009.**

Now entering its 19<sup>th</sup> year as Ontario's Tourism Sector Council, Training, and Human Resource Organization, OTEC (Ontario Tourism Education Corporation) is gearing up to deliver five new programs for the tourism, hospitality and education sectors in Ontario. Nearing the completion of a successful year, with significant new partnerships serving the workforce development and customer service needs for the Province, OTEC is better equipped than ever to help the industry plan and implement effective training and human resource strategies.

According to OTEC's President & CEO Victoria Behune (Lymburner) "OTEC attributes this success to the development of award-winning training programs and key partnerships with industry, government, education, and labour that drive the delivery of the nationally recognized *emerit* tourism occupational credentialing program in Ontario. Furthermore, OTEC has a dedicated team educated in tourism, hospitality, human resources, capacity development, and business management, as well as expert instructional designers and trainers. This combination of resources and expertise ensures the highest standards are maintained in program design and delivery, and our clients continue to benefit from our programs for many years".

With over 40 different training workshops, including more than 20 focused on customer service skills, OTEC has evolved to be a leader in customer service training for front line and management. While OTEC's flagship programs have been *Service Excellence*, *SuperHost* and OTEC's specialized *Designated Trainer Program*, OTEC is now recognized for creating a series of *Accessible Service Excellence* programs for the transit, taxi, municipal, tourism, and business sectors. These programs help businesses and organizations to become compliant with the new *Accessibility for Ontarians with Disabilities ACT (AODA)* in the Province of Ontario.

OTEC is committed to identifying trends in the industry and responding to the training requirements of our clients. OTEC's programs help employers become *Employers of Choice* and *Businesses of Choice* through management level programs such as *Engaging Generation Y* or *Engaging Multi-generations* to our newest workshops entitled *Maximizing Diverse Teams* and *Service Excellence for Diverse Cultures*. Attuned to the challenges facing business owners and managers throughout Ontario and beyond, OTEC is responsive and innovative, and continually adapts its programs to better meet the industry's changing needs.

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In this challenging economy, it isn't enough to train front line teams in customer service. The entire organization must embrace service quality as a core value in order to survive and earn market share through an economic downturn. With that in mind, OTEC has developed *Building a Culture of Service Excellence* for managers and *Creating Memorable Service Experiences* for front line employees. It is anticipated that these two new workshops will appeal to businesses who continue to strive for service and quality improvements, and who recognize "it costs up to \$10,000 to get a new customer, up to 10 seconds to lose a customer, and up to 10 years for the customer to get over whatever made him/her leave the company in the first place" (Office of Consumer Affairs).

Academic institutions will also be pleased to know that students will also benefit from the new programs being introduced by OTEC in 2010. Alister Mathieson, Dean, School of Hospitality, Recreation and Tourism, at Humber College Institute of Technology & Advanced Learning says "OTEC has recently developed a 30-hour *Customer Service Skills* training program for Humber College, part of OTEC's *Service Excellence* series of programs. This entire program will be the foundation of a customer service course in all our tourism and hospitality academic programs. This is an outstanding product using a creative and interactive approach in the delivery of essential customer service skills and knowledge. In my view, it should be a prerequisite for all hospitality and tourism graduates of every university and college in the country."

Everyone from students to company presidents can now benefit from the newest and latest in facilitated and on-line training programs being offered by OTEC in 2010.

### **About OTEC**

OTEC is an independent, not-for-profit training and workforce development organization which has evolved from the 2005 consolidation of the Ontario Tourism Education Corporation (OTEC) established in 1991, and Customer Service Excellence Corporation (CSEC) established in 2001. Originally formed through a partnership with industry, government, labour and education to offer training programs, standards, certification and employment development programs for the tourism and hospitality sectors, the organization continues with these mandates, but has expanded to provide an extensive range of *Customer Service & Management* training programs for a variety of sectors and clients.

OTEC is also Ontario's representative on the Canadian Tourism Human Resource Council (CTHRC), the national sector council for tourism, funded by Human Resources and Social Development Canada (HRSDC), and is the tourism sector council organization for the Province of Ontario representing the labour, skills development, training, and human resource issues of the sector.

**For more information on OTEC's products and services please go to:**

[www.otec.org](http://www.otec.org)

OTEC

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